Cellhire IoT Connectivity



cellhire
mobile solutions



- > Flexible connectivity that grows with your business
- > One subscription, services shaped around your application
- > A shared pool for all your active SIMs
- > Capacity that adjusts as usage changes
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Flexible connectivity that grows with your business

Keeping connected devices online across the EU should be straightforward. With Cellhire, a global full MVNO, SmartSD brings businesses an IoT connectivity solution designed to make connectivity easier to manage and more responsive to the way devices are used.

One SIM provides access to most mobile networks across EU countries. Rather than being tied to a single network, compatible hardware can select the strongest available network. This network choice, together with fallback options, helps devices stay connected as they move between locations and coverage areas.

One subscription, services shaped around your application



Different devices have different needs. Some send small amounts of data, others rely on regular messaging or voice calls. Together, SmartSD and Cellhire offer flexible subscriptions with data, SMS and voice bundles tailored to each application. Customers can choose the service mix that fits their deployment rather than adopting a one-size-fits-all solution.

A shared pool for all your active SIMs

With shared pools, active SIM cards within the same Cellhire account use a common allowance. Data, SMS and voice are pooled separately, so usage across multiple devices can be managed together. A device that uses less does not need to be treated in isolation from one that uses more. The shared pool brings their consumption together.

The result is a more flexible way to manage connectivity. Capacity is added automatically as total usage increases and can scale down when demand falls. Customers can align their connectivity costs with actual consumption and avoid paying for capacity they do not need.

Capacity that adjusts as usage changes

Data capacity starts with a 100 MB bundle when a SIM first uses 1 KB of data. As the account's shared data usage grows, the pool adds capacity in line with demand. At higher usage levels, the service moves to larger and more cost-effective bundles of 1,000 MB and 10,000 MB. When usage declines, the pool can scale down again.

SMS and voice work in the same practical way. The first mobile-originated SMS activates a shared 20-SMS bundle. The first voice call activates a shared 10-minute bundle. As usage consumes the available allowance, additional SMS or minutes are added automatically. If usage decreases, the pools can reduce accordingly.

Each pool resets on the first day of the month. The service starts with the capacity needed, grows when demand requires it and adjusts when demand changes. This pay-for-use approach helps keep connectivity costs in step with the customer's business.

Visibility and control through one portal

SIM cards, bundles and consumption can be managed through the online SIM management portal. Customers have a clear view of their connections and usage, with tools to manage their SIMs and keep oversight as their deployment grows.

SIM management portal: https://simcontrol.simusage.com

Protection built into every SIM

Connected devices are part of a customer's operation. Unexpected data usage should not put that operation or its budget at risk. For this reason, each SIM includes a hard data usage limit designed to protect the customer's business from unexpected consumption.

The available limits are Basic at 10 GB, Standard at 100 GB and XL at 1.000 GB. If a SIM reaches its applicable limit, data connectivity is paused. The customer can review usage and top up the SIM through the online portal to resume data connectivity. The limit gives customers a safeguard and a clear point of control over data usage.

A straightforward service lifecycle

A SIM is activated on its first use or 180 days after provisioning, whichever comes first. An active SIM is charged for a full calendar month. It remains active until the customer or SmartSD Customer Care unprovisions it.

Connectivity supported by SmartSD

Cellhire provides the global MVNO connectivity platform. SmartSD works with customers to deliver the service and help apply the right connectivity setup to their application. The proposition is built around flexibility, clear usage management and costs that follow demand.

Contact your salesmanager or visit our SmartSD webshop: **www.smartsd.com**

Service requests: **orders@smartsd.com**